



COMMUNITY RELATIONS & PUBLIC INFORMATION
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To prevent and treat disease and disability; to promote healthy lifestyles; and to protect and promote the health and quality of our environment.

FOR IMMEDIATE RELEASE

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**NEWS RELEASE ANNOUNCING
CHILD CAR SEAT CHECK UP EVENT**

**TREASURE VALLEY SAFE KIDS, SAINT ALPHONSUS and
CENTRAL DISTRICT HEALTH DEPARTMENT
Will Conduct a Free Child Car Seat
Check Up Event to Help Save Children's Lives**
Surveys Reveal Four out of Five Car Seats are Used Incorrectly

The Treasure Valley SAFEKIDS, Saint Alphonsus and Central District Health Department will be conducting a free Child Car Seat Check Up event on **Saturday October 20, 2001, 11:00-2:00pm, at Roundtree Chevrolet 9501 Fairview Avenue.**

About 40 percent of kids still ride unrestrained, and of those children who are buckled up, four out of five are not restrained correctly.

"Most of the deaths and injuries occurring to children in motor vehicles can be prevented by using car seats and safety belts correctly," said **SueAnn Reese, Injury Prevention Coordinator**. "This is a great opportunity to work one-on-one with parents who may be confused about the safest way to properly secure their child in a vehicle."

Nearly 1,400 children die each year as motor vehicle passengers, and more than 305,000 are injured. Car seats are extremely effective when properly used and installed, reducing the risk of death by 71 percent for infants and by 54 percent for toddlers. It is estimated that 200 lives could be saved and 20,000 injuries could be prevented annually if all children ages 4 and under were properly restrained.

Families attending the Car Seat Check Up event can have their car seats examined by safety specialists for proper installation, age/size appropriateness, and to see if they have been recalled or are visibly damaged.

Call Central District Health Department for an appointment at 375-5211.

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CONTACT:

**TREASURE VALLEY SAFE KIDS
SueAnn Reese @ 327-8548**

CHILD CAR SEAT CHECK-UP

WHO:

**TREASURE VALLEY SAFE KIDS, St.
ALPHONSUS and CENTRAL DISTRICT
HEALTH DEPARTMENT**

WHAT:

Safety specialists will examine car seats for correct use and installation.

WHEN:

Saturday October 20th
from 11:00 a.m. to 2:00 p.m.

WHERE:

Roundtree Chevrolet
9501 Fairview Avenue in Boise.

WHY:

Motor vehicle crashes are the leading cause of unintentional injury related death for children ages 14 and under children. Nearly 1,400 children die and more than 305,000 are injured each year as motor vehicle passengers. About 40 percent of kids still ride unrestrained, and of those children who are buckled up, four out of five are not restrained correctly. Car seats are extremely effective when correctly used and installed, reducing the risk of death by 71 percent for infants under age 1 and by 54 percent for toddlers ages 1 to 4.